

**ORDER**

KSNV

**Orders**

Order / Rev: 102139  
 Alt Order #: 06815978  
 Product Desc: JOE HECK 4 CONGRESS  
 Estimate: 2214  
 Flight Dates: 10/22/12 - 10/28/12  
 Original Date / Rev: 05/24/12 / 07/25/12  
 Order Type: GENERAL

Primary AE: Amy McCreary  
 Sales Office: BLPHI  
 Sales Region: National

**Agency**

Name: Strategic Media Placement, Inc.  
 Buying Contact: \_\_\_\_\_  
 Billing Contact: \_\_\_\_\_  
7669 Stagers Loop  
Delaware, OH 43015

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

**Advertiser**

Name: Heck, Joe for Congress *Revised*  
 Demographic: A35+  
 Product Codes: PLC02  
 Priority: SELECT PRIORITY CODE  
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru: \_\_\_\_\_  
 Order Separation: 00:15:00  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	86	\$39,075.00	\$33,213.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	86	\$39,075.00	\$33,213.75	0.00
<b>Totals</b>	<b>86</b>	<b>\$39,075.00</b>	<b>\$33,213.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
KSNV	37%	\$39,075.00
Market	100%	\$105,608.11

**Competitive Share**

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$28,514.19
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$21,121.62
KTUD	0%	\$0.00
KVVU	16%	\$16,897.30
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/22/12	10/26/12	M-F 5-6a WakeUp w/WagM	5-6a		MTWTF--	:30	5	\$200.00	3	0.00	NM	5	\$1,000.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	MTWTF--		5		\$200.00		0.00					

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/22/12	10/26/12	M-F 5-6a WakeUp w/Wag M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	5	\$200.003		0.00	NM	5	\$1,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$200.00		0.00			
E 2	KSNV	10/22/12	10/26/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	10	\$475.002		0.00	NM	10	\$4,750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					10	\$475.00		0.00			
E 3	KSNV	10/22/12	10/26/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	10	\$500.003		0.00	NM	10	\$5,000.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					10	\$500.00		0.00			
E 4	KSNV	10/22/12	10/26/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	MTWTF--	:30	5	\$225.003		0.00	NM	5	\$1,125.00
TODAYII															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$225.00		0.00			
E 5	KSNV	10/22/12	10/26/12	M-F Today Show III 4th H Today 4th Hour	CM	10am-11am	MTWTF--	:30	5	\$175.003		0.00	NM	5	\$875.00
TODAYIII															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$175.00		0.00			
E 6	KSNV	10/22/12	10/26/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	5	\$225.003		0.00	NM	5	\$1,125.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$225.00		0.00			
E 7	KSNV	10/22/12	10/26/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	2	\$250.003		0.00	NM	2	\$500.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					2	\$250.00		0.00			
E 8	KSNV	10/22/12	10/26/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	15	\$575.003		0.00	NM	15	\$8,625.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					15	\$575.00		0.00			
E 9	KSNV	10/22/12	10/26/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MTWTF--	:30	5	\$795.002		0.00	NM	5	\$3,975.00
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$795.00		0.00			
E 10	KSNV	10/22/12	10/26/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MTWTF--	:30	5	\$795.002		0.00	NM	5	\$3,975.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$795.00		0.00			
E 11	KSNV	10/22/12	10/26/12	Face to Face w/ Ralston Face to Face w/ J.Ralston	CM	730-758pm	MTWTF--	:30	5	\$450.002		0.00	NM	5	\$2,250.00
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$450.00		0.00			
E 12	KSNV	10/22/12	10/26/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	5	\$575.003		0.00	NM	5	\$2,875.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$575.00		0.00			
E 13	KSNV	10/22/12	10/26/12		CM	1135p-1237a	MTWTF--	:30	3	\$275.002		0.00	NM	3	\$825.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				The Tonight Show												
				Tonight Show												
LENO																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--		3			\$275.00			0.00				
E 14	KSNV	10/27/12	10/28/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$525.00	3	0.00	NM	2	\$1,050.00	
				Sa-Su News 3 at Eleven												
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
Week:		10/22/12	10/28/12	-----SS		2			\$525.00			0.00				
E 15	KSNV	10/27/12	10/27/12	News 3 Sunrise - SATUR	CM	6a-7a	-----S-	:30	1	\$200.00	3	0.00	NM	1	\$200.00	
				News 3 Sunrise SATURDAY												
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S-		1			\$200.00			0.00				
E 16	KSNV	10/27/12	10/27/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$325.00	2	0.00	NM	1	\$325.00	
				Saturday Today												
SAT TODAY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S-		1			\$325.00			0.00				
E 17	KSNV	10/28/12	10/28/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$250.00	4	0.00	NM	1	\$250.00	
				Sunday Today												
SUN TODAY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S		1			\$250.00			0.00				
E 19	KSNV	10/27/12	10/27/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$350.00	3	0.00	NM	1	\$350.00	
				Sa-Su Early News												
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S-		1			\$350.00			0.00				
														Totals	86	\$39,075.00